METHOD FOR COORDINATING MESSAGING BETWEEN MOTIVATED BUYERS AND LISTED SELLERS

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ABSTRACT
An on-line venue in which buyers can anonymously communicate precisely what product or service they want to purchase by posting an interactive request that a number of sellers/service providers can then directly respond to according to one embodiment of the invention. Such embodiments may promote the buyers interests in directly matching their needs with qualified vendors. In contrast to what others provide, where the buyer has to search within each seller/service provider and then send their request. Embodiments of the present invention broadcast a buyer's needs to relevant/selected sellers/service providers. Such embodiments may take the burden from a buyer in finding the right products and services by self-qualifying the lead to proactive prospective sellers/service providers.
Figure 1
Figure 3
Figure 4

Buyer Searches

Partner / Affiliate / Traffic sites, Search Engines, Portals, Local sites

Match the Category (name, aliases, filters)

Match the Location (City/Zip/Locality)

List Sellers (from internal DB, external DB)

Buyer Enters Details of the request, selects one or more Seller/Service provider, Chooses ways to be contacted

Data input validated, email, name, phone number, bad words filtered

Request sent to one or multiple Sellers/Service providers to their telephone/mobile phone/information system/computer as an email/text or SMS message/voice message/data

Thank You message to Buyers. Sellers/Service providers can respond to Buyer's request

Buyer Searches

Match the Category

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List Sellers

Buyer enters request, contact, selects one or more Seller/Service provider

Request sent to one or multiple Sellers/ Service providers to their telephone/mobile phone/information system/computer as an email/text or SMS message/voice message/data

Thank You message to Buyers. Sellers/Service providers can respond to Buyer's request

Figure 5
Buyer types a few characters in the search box

Match the string with relevant categories and display for the user to select

Buyer enters few characters for location (city/zip)

Match the string with locations in the database and display for the user to select from

Figure 6
Figure 7

Admin login

Creates new/Updates Category names with Aliases

Creates/Edits Form parameters, fields, example data

Imports database of Sellers from files into Database

Administration
Buyer/Seller or Service provider contact information (email, phone)

Create external names for email and number ID for phone. One to one map internal to external

Relay emails and Text/Voice messages to mapped external – internal names

Delete mapping after a certain period of time

Figure 8
Figure 9

- Login
  - Creates new/Updates their listing including Name, location, details contact, URL, photos, videos, discount coupons and credit card information for payments
  - Can view Analytics on Leads obtained, payments made etc.

Seller or Service Provider / Partner Administration
Client – Service Provider Reference Method
Components with Social Networking Aspects

Figure 10
Audio/Video/Photo and Mobile Method for communicating Requests/Responses

Seller or Service Providers

Digital Camera enabled Electronic Devices

Internet

Electronic Processing System Servers

Digital Camera enabled Electronic Devices With optional GPS

Prospective Clients or Customers

Figure 11
Integrated Customer Relationship Management (CRM)

Seller or Service Providers and their Staff

CRM System

Internet

Prospective Clients or Customers

Electronic Processing System Servers

Figure 12
Reference Method Logic

- Sellers / Service Providers requesting Clients or Customers to become a reference

- Clients search and find a seller or service provider

- Customer or Clients needing a Product or a Service

- Users search for a Seller or Service Provider in a Social Networking environment

- Send Message to Clients and Customers

- Clients decide to become a reference

- Clients and Customers add their reference information on the system

- Review References available

- Contact References

- Match Sellers / Service providers within their network circle

- Get references responses

- Decide to further contact Seller / Service provider

- Users further request references or contact Sellers / Service providers

Figure 13
Audio/Video/Photo and Mobile Method Logic for communicating Requests/Responses

Customer or Clients needing a Product or a Service

Capture and Send a photo, video or audio request message with text.

Location Information - Automatic or Manual

Match with Sellers or Service Providers

Send a response by photo, video or audio message with text

Continue Interactions

Figure 14
Customer Relationship Management System Logic

1. Search prospects with parameters
2. Prospective Client requests automatically added to CRM system
3. Record historic action information in the system
4. Analyze prospective client information with parameters

- Notate follow-up action and status
- Status, Action, Notes, Contact updated automatically or manually. Files uploaded or generated and sent to prospects.
- View historic actions taken on a specific prospect with staff and time information
- View results including graphs, sort by values

Figure 15
Figure 16
METHOD FOR COORDINATING MESSAGING BETWEEN MOTIVATED BUYERS AND LISTED SELLERS

CROSS-REFERENCE TO RELATED APPLICATIONS


BACKGROUND OF THE INVENTION

[0002] The present invention relates in general to a buyer motivated online marketplace and, but not by way of limitation, to an online marketplace where buyers may communicate needed products and services amongst other things.

BRIEF SUMMARY OF THE INVENTION

[0003] In one embodiment, the present disclosure provides for an on-line venue in which Buyers can anonymously communicate precisely what product or service they want to purchase by posting an interactive request that a number of Sellers/Service providers can then directly respond to. This embodiment may promote the Buyers interests in directly matching their needs with qualified vendors. In contrast to what others provide, where the Buyer has to search within each Seller/Service providers and then send their request. Embodiments of the present invention broadcast a Buyer’s needs to selected/relevant Sellers/Service providers. Such embodiments may take the burden from a Buyer in finding the right products and services by self-qualifying the Lead to proactive prospective Sellers/Service providers.

[0004] Further areas of applicability of the present disclosure will become apparent from the detailed description provided hereinafter. It should be understood that the detailed description and specific examples, while indicating various embodiments, are intended for purposes of illustration only and are not intended to necessarily limit the scope of the disclosure.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] The various embodiments are illustrated by way of example, and not by way of limitation, in the figures of the accompanying drawings as follows.

[0006] FIGS. 1 through 9 illustrate a system and method in an example embodiment providing an on-line venue in which Buyers can anonymously communicate precisely what product or service they want to purchase by posting an interactive request to which a number of Sellers/Service providers can then directly respond.

[0007] FIGS. 10 through 12 illustrate the system components and users pertaining to the invention.

[0008] FIGS. 13 through 15 illustrate some of the logic and flow mechanisms as described for the invention.

[0009] FIG. 16 shows a diagrammatic representation of machine in the example form of a computer system within which a set of instructions when executed may cause the machine to perform any one or more of the methodologies discussed herein.

DETAILED DESCRIPTION OF THE INVENTION

[0010] The ensuing description provides preferred exemplary embodiment(s) only, and is not intended to limit the scope, applicability or configuration of the disclosure. Rather, the ensuing description of the preferred exemplary embodiment(s) will provide those skilled in the art with an enabling description for implementing a preferred exemplary embodiment. It being understood that various changes may be made in the function and arrangement of elements without departing from the spirit and scope as set forth in the appended claims.

[0011] In one embodiment, the present disclosure provides for a Buyer motivated online market place according to one embodiment of the invention. A Buyer may approach a website, for example, at the URL http://yellcast.com.

[0012] FIG. 4. At the website, the Buyer may be presented with a search box where they can type their desired product or service. Alternate ways of getting data using voice recognition software or search requests from external sites may also be used. Using Asynchronous JavaScript and XML (AJAX) technology, website matches the categories and presents the user with a location where they desire the product or service.

[0013] FIG. 6. The website may also automatically identify the Buyer's location to the closest city or state using IP address mapping or from the location information from a mobile device. The user can manually enter or override the default choice. Using AJAX, the service minimizes the need for typing the entire word and presents the cities and localities that match FIG. 6. The Buyer can also enter a zip code or phone area code for location selection. The implementation however may not be limited to AJAX based.

[0014] Once the location is determined, a form that details information may be presented to the Buyer FIG. 4. The request form allows the Buyer to enter specific product or service features, parameters, options, terms, notes, and various other information. The user can also specify the length of time in which they wish to post their request and how and by when they would like to be notified. For example, notifications to Sellers/Service providers and Buyers can be sent via email, SMS/Text/Voice message to a mobile phone 106, through a traditional telephone number to a regular telephone 110, through a posting on a web page, text to speech 121 FIG. 2, voice message, Instant Messaging, or any other communication/information systems comprised of VOIP (voice over IP) gateways 126 FIG. 2, Email servers 127 Text/SMS messaging systems 128. The Buyer not necessarily but could register with yellcast, select a user name, password and/or become uniquely identified for the next time they access the site/service after login. Once they are logged in, their requests can be made without having to reenter their contact information. When the request is posted, previously registered Sellers/Service providers or Sellers/Service providers listed in partner sites that match the request as selected by the Buyer are notified about the request. Once the Buyer and Seller/ Service providers are matched, the business transaction can be handled independently or facilitated using yellcast buying and selling services.

[0015] The website may have dynamic and/or static directory type listings. Static means information about the listing stays the same and applies to Sellers or Service providers.
Dynamic means the listing information is applicable only for a short period of time. For example a static directory may include Attorneys, Auto repairs, Dentists, Florists, Garden supplies, Home improvement, Insurance, Locksmiths, Movers, Pest Control, Physicians, Plumbing, Painting, Roof repair, Limousines, Carpet Service, Handypersons, Housecleaning, Restaurants, Security, Storage, Vets, etc. A dynamic classified listing, for example, may include Antiques, Appliances, Art & Prints, Automotive, Business equipment, Building materials, Cameras/Video, Clothing, Collectibles, Computer equipment, Food & Recipes, Furniture, Musical Instruments, Sports Equipment, Tickets & Events, Personal Ads, Employment, Rentals, Real Estate, etc.

[0015] Various embodiments of the present invention may provide a number of benefits to a Buyer. For example, these embodiments eliminate the need for searching for needed products and services from several websites. Buyers can list their requirements and do not have to come back to the site each day to poll for possible Seller/Service providers listings. Within the time frame specified by the user, the search continues automatically and the user is notified when a match is found. As another exemplary benefit, searching for services may be easier with the click of a button without having to manually go through each printed yellow page or online listing of seller’s phone number, calling each of them and repeating the same information. Moreover, using these embodiments of the invention, the power to shop now shifts to the Buyer with the ability to reach one or more of the listed Sellers/Service providers at once.

[0016] The Buyer may be notified about a potential Seller/Service provider on mobile device 106, 107, such as a mobile phone 106 or hand held computer 107. Buyers and Sellers/Service providers can instantly know of the responses to their listings. With the click of a button can make a call and can know more information or negotiate price.

[0017] Various embodiments of the present invention may provide a number of benefits to a seller. For example, Sellers/Service providers receive qualified Leads directly from seriously interested Buyers. Moreover, Sellers/Service providers don’t have to display price but understand their Buyer’s specific needs better and can negotiate with each, one on one. Also, the website can become a complimentary offering to partner Seller/Service provider’s sites.

[0018] Embeddings of the invention may include any of the following features. A yellcast online marketplace provides matching of Buyers and Sellers/Service providers. During a transaction or the Lead up to a transaction, Buyers and Sellers/Service providers can remain anonymous through anonymous email/Voice/SMS or Text message relay FIG. 8. They can, of course, by agreement end the anonymous communications at any time. A yellcast online marketplace may also provide search and matching algorithms, that pre qualifies a Buyer with a Seller’s/Service provider. A yellcast online marketplace may also allow Buyers to elect which Sellers/Service providers that can be contacted or sources to search for Sellers/Service providers.

[0019] A yellcast online marketplace, for example, may use AJAX technology FIG. 6, which may speed up processes of various embodiments of the invention and may improve the user interaction experience. Embeddings of the invention may be implemented at various steps from searching the category, displaying the form with location information to delivering the message, etc. The flow of information between the Buyer and the website may include, for example: Categorically partially entered>display category list>Category completely entered>display form>location entered>list Sellers/Service providers to who request will be sent>submit>send the request for each Seller/Service provider. Buyers may have their location mapped using IP address or location information enables automatic location selection.

[0020] Other exemplary features of the yellcast online marketplace may include providing the site free to buyers, requiring Sellers/Service providers to pay a subscription to obtain information about a Buyer’s request, etc. For example, requesting periodic subscriptions such as monthly or yearly subscriptions. The price for a subscription may vary based on location. Other subscriptions may require fees from the Seller/Service providers based on the number of transactions, the amount of a transaction, the number of notifications, or matches per cycle. Various sponsored messages may be sent within the email/voice/SMS or Text messages sent to Buyers FIG. 2. The website may include advertisers that pay a fee for advertising within selective sections. These advertisements may include banners, sponsored links, related or featured items (sponsored), most popular products within category (sponsored), etc. A reward may be returned to the Buyer, as a percentage of the transaction, based on which, yellcast gets a percent. Moreover, all transactions may be tracked by the website.

[0021] The Buyer motivated market place may be hosted on a web server 101, for example, an Apache web server 101 using SQL, PHP, JavaScript, AJAX technologies. An exemplary web site may include any of the following features either singularly or in combination:

[0022] Form parameters (structured and unstructured data input)—structured data refers to pre-created options and parameters about a product or service. Unstructured data input is any information about the Buyer’s need that is entered, which is not already defined in the product.

[0023] Customized forms for specific locations and categories. The forms created in yellcast under certain categories may not be applicable in all locations. Ex: they may not be using carpet for flooring in Mexico. Yellcast then creates customized local forms specific to certain locations and categories.

[0024] Static directory listings information about the business only—not a temporary product or service offering. Ex: Yellow pages listings.

[0025] Dynamic classified listings information about product sale or special service offering—a listing that is only applicable for a short period of time. Ex: classified listings.

[0026] Localized search by location city/county. Sellers/Service providers can list at multiple levels and Buyers can search at multiple levels ex: a workers’ compensation insurance business can list itself in the entire state vs. a local florist may only list to specific locality. Buyer can search only specific to the locality or an entire city. Matches will be made to local sellers/Seller providers and citywide/statewide/national Sellers/Service providers for that request. Zip code with radius matching is also a way to search and match the listings.

[0027] Mobile phone reach Voice/SMS/Text messaging to both Buyers and Sellers/Service providers instantly—Buyer’s request is sent to Sellers/Service provider’s mobile phones and they can connect back to the Buyers on their mobile devices and phones.
Alias list ex: cars and vehicles; an alias list provides several categories referred to by alternate names. Ex: Cars and Vehicles select Auto (multiple alias names can be added using the admin control for the category names. Ex: limos will also be matched when searched for limousines, airport shuttle, airport ride, stretch limos etc.)

When the Buyer moves the mouse input device over on a business name displays Seller/Service provider's information.

An Administrator is allowed access through web pages after authentication to create categories with form parameters and manage the information.

An Administrator is allowed access through web pages after authentication to add country, state, city, locality and zip code and manage the information.

Add your Business/Service listing: is available for Sellers/Service providers to add their listing, Sellers/Service providers can choose the options at various price levels ex: if they want Text/SMS/Voice messages, there is an extra price, or phone notification, pay a price per call. Nationwide listing will cost more than statewide, city wide or just local listing (cheapest price). These options can be selected. Price may also vary with filter options ex: an auto dealer who only sells one type of car and wants filtered Leads for that type will pay less than a dealer who sells more than one type of car and wants multiple filter results. The Administrator gets an email when a Seller/Service providers listing is added for validation purposes.

Geocoded IP address which determines the user location is used to match Sellers/Service providers using reverse zip code mapping and display.

Geocode (latitude and longitude) is used to calculate distance between the Buyer and Seller/Service providers to limit display of results based on radius input.

IP address to location matching is used to reduce the selection of cities to display. Example, when the user types S, there may be thousands of cities throughout the world. With IP address as an indicator, we search and match only results within that country or state from where that IP location originated.

GPS or cell triangulation based location information from PC and mobile devices is used for location mapping.

Memorized queries—Buyer requests are saved in our system for a selected amount of time to match Sellers/Service providers.

Responses mailbox—Buyer and Sellers/Service providers can choose the option of keeping their messages they got from the other in their yellcast mailbox.

Anonymity and privacy options—Anonymity is maintained at both the Buyer and Seller/Service provider sides when initiating contact or communicating through email/SMS/Voice/text phone messages. Data entered by a Buyer is not displayed to anyone other than who the Buyer selected and not shared.

Instant messaging (IM) to communicate—Buyer requests can be sent to web based chat and instant messaging systems whereby Sellers/Service providers can respond instantly over the chat/instant messaging interface.

General help and user notes for each category—Buyers can write helpful comments suggestions and relevant useful information for each category in general.

Click-to-Call from mobile phones from the message to Buyer/Seller/Service provider—Buyers and Sellers/Service providers can initiate a call to the number of the other party, from their email/SMS/Text/Voice message.

Click-to-chat text IM or voice IM on a Seller/Service provider listing—to individual Sellers/Service providers—Buyers can initiate an instant message (Text/Voice/Video) chat request from the web page: This chat conversation can occur within the yellcast web pages or in separate web pages or client software after initiation.

Click-to-chat/ or Click-to-call with text IM or voice IM Instant messaging from Buyer/Seller/Service providers email message FIG. 2.

Web to phone voice messaging “we have a Lead for you”—Buyer requests are converted using text to speech from text technology and sent to one or more Sellers/Service providers to their phone and play the request FIG. 2.

Partner external database 103 search capabilities—Buyer requests matched with our partner database located anywhere, over the web.

Time duration management—Buyer requests is kept active for a specified time by the Buyer. Ex: looking to buy a car request is kept active for only 2 months (as selected by the Buyer).

Seller/Service providers Dashboard—Web Front System for customer response management. —Sellers/Service providers can view the Buyer requests on a dashboard with advanced features to sort, search and filter. They can initiate responses from this console, keep track of their responses to each Buyer request and manage their customer interactions.

Integrate with SMS gateway services to send SMS messages to any cell phone in 100+ countries. SMS messages can be sent from the web service to any carrier around the world in each region. FIG. 2.

Credit card payment method for Seller/Service providers listing—Sellers/Service providers pay for listing service on yellcast using their credit card or other web based payment methods. We may also collect payment offline through sales agents.

Language options—text strings are translated, stored and retrieved with language index for the forms, categories and locations. Yellcast web pages will be displayed in the local language based on the browser language setting automatically or user selection. All the messages to communicate to Buyer/Seller/Service providers will be maintained in that language. Optionally, machine based or human based translations may be used to relay requests from one party to another.

Template—needed for creating custom look and feel for partners—yellcast look and feel can be customized to match our partner brand or co-brand. Using CSS definition and user interface parameters, can match colors, fonts and images to partner sites.

Favorite Seller/Service provider’s bookmarks and referrals—after the Buyers register with yellcast, they can create a Bookmark to add their preferred Sellers/Service providers. They can then share this list of
preferred Services/Service Providers with their friends and family for recommending the Sellers/Service providers or sharing their experience. Sellers/Service providers may reward the Buyers for referring them to new Buyers.

Anonymous bidding—FIG. 8 Buyer requests can be posted to be seen by Sellers/Service providers. The postings for requesting product/service can optionally remain anonymous. Sellers/Service providers can post responses for the Buyer requests and can also remain anonymous. Both Buyers and Sellers/Service providers may choose nicknames to be identified but remain anonymous. This feature enables open negotiation and bidding. Competitive Sellers/Service providers may outbid others with price or service features/support/quality promise and other terms.

Ability for Sellers/Service providers to add, edit delete their listing. Sellers/Service providers can publish their instant sales/deals, daily specials or other promotional information through their account after sign up. They can update their content (audio, video, images, data, discount coupons, discount data, discount coupons, discount liners of text that indicate special promotions.

Sellers/Service providers can maintain a list of their Buyers list in their account to send updates and notifications, marketing promotions.

Social networking aspects: both Buyers and Sellers/Service providers can maintain their circle of friends, family and professional association with allied businesses and partners.

Friends will build their favorite list of service providers that they can share on their social networks. Local businesses can do the same: auto service can be partnered with windshield replacement service, detailing service or auto installation service. A trusted business can refer their customers to other partner services (mutually).

Reviews and Ratings—detailed reviews including questions of relevance and importance to each category is created, a point system is assigned and average ratings for each of those answers is displayed.

Ex: doctor—how good did they treat you? Did they make you wait? Would you refer them to your friends? Do they know the modern treatments?

Limo— Were they on time? What rating would you give to the quality of their car? Was the driver polite? Were they professionally dressed?

In one example, a web server system uses PHP with AJAX and/or MySQL database(s) 102. Alternate systems, platforms, coding languages and databases may be used. The core engine is designed to be highly responsive and scalable. Structured database queries may be setup with variable fields for each form. Listings may be quick searchable and sorted in alphabetical order. Queries may be saved and retrieved for matches each time new data is added in that category. The system interfaces are modular to interface with internal database 102, external database 103 with queries or API. (There are other ways to implement the logic including but not limited to Java, JSP, Perl, Cold Fusion, ASP, Ruby on Rails or other databases such as Postgresql, MS SQL, Oracle etc.)

The customized forms with database entries can be adapted with a front-end interface to create new applications instantly without reprogramming.

The core product consists of the following modular components, integrated seamlessly with well-defined interfaces:

- Core database 102 (Categories, Location, User information)
- Common Classes, Libraries (sessions, image handling, etc.)
- User front-end-CSS/Template
- Personal mailbox bins
- Search and match text pattern matching modules used for categories, keywords, location and filter fields.
- Notification module for email/Text/Voice/SMTP messages
- Form creation component FIG. 7
- Interface to internal and external data sources and/or API for accessing information from partners and affiliates.
- Mobile data exchange module to communicate to mobile devices and phones.
- Time duration management for managing the time period during which a request is maintained.
- Business listing module
- Security Layers
- Advertisement & Promotion engine
- Mobile interface (adapted, formatted version)

The system may be initially designed, for example, to accommodate 300,000 registered users and 1,000 simultaneous users and yet be scalable to accommodate more users as needed. The website may be hosted at multiple locations and on multiple servers and may comprise clustered web 101 and database servers 102, 103.

A website embodying many of the embodiments of the invention may be configured to provide editing, creation and deletion authorization to an administrator or other user FIG. 7. The parameters for each category can be entered without needing to code the Form. Each parameter can be specified with the format and length of the fields. Aliases can also be created so when related search terms are used by the Buyer, they will refer to the category as matched in the alias list. List your Business/Service field can also be setup specific to the category.

In another embodiment of the invention, Sellers/Service providers can add their business, service and/or product by clicking a button and logging in FIG. 9. The name of the button or link may vary depending upon the category, for example, List your Service, List your Practice, List your Dealership etc. Sellers/Service providers can specify their specialization or service area, for example, Neurologist, BMW Dealer, etc. Sellers/Service providers can choose their geographic coverage—city wide, multiple cities, entire state, country wide, worldwide or to only a specific locality or metro area within a city. The price for listing varies based on the area of listing coverage.

Sellers/Service providers may choose to receive Leads by emails on their computers 108, 109 or mobile devices 106, 107 or SMS/Text messages on their cell phones 106. In another embodiment, Sellers/Service providers can also choose to get Leads over the voice telephone 110 or cell phones 106 with text to speech converted voice messages. Accordingly, Sellers/Service providers may receive a message through their phone that a Buyer is ready to purchase. Moreover, the Seller/Service providers may be prompted, for example, to press zero to be connected with the Buyer, whereupon the Buyer and Seller/Service providers can con-
nected over the phone or through text messaging using text to speech tools. Sellers/Service providers may register and login to see the messages they received from interested Buyers in their message box.

Information from Buyers and/or Sellers/Service providers may be matched into categories. For example, typied categories for products and services are matched with the listed categories and aliases in the system. Location matching is done for cities and localities with names and zip codes. Sellers/Service providers can add filters based on their product/service preference, for example, an auto dealer may filter based on a car manufacturer such as Benz or BMWs and not other makes. Sellers/Service providers can use ctrl mouse click to select multiple filters or categories. These parameters are stored as filters in the DB and when Buyer chooses the make, can reduce the listings to only those that match and display only the filtered results on the right navigation bar. For example, a first Buyer chooses doctors and then when the form loads, Buyer selects Orthopedist the right hand side only will then display the filter list using AJAX. Location mapping may be provided using IP location mapping automatically (helps to reduce the number of cities displayed). Buyer can override and select another country or state different from the default value now displayed. Custom country and/or local forms may be used. If there is a local custom form, that is used instead of the default.

In another embodiment of the invention, the web site may have the ability to add other languages. The language may be based upon browser language and can be overridden by user input. Only Buyers and Sellers/Service providers that have the same language preference may have a preference when matching.

In yet another embodiment of the invention, double blind anonymous emails/SMS or Text Messages relaying for Buyer and Seller/Service provider communications may be used FIG. 8 with the ability to disable the relaying if desired by the Buyer/Seller/Service provider. A listing number is generated and saved for each listing and used for deleting listings in memory as emailed by users to remove their listing.

In yet another embodiment of the invention, Sellers/Service providers can add their website link, online photos or videos FIG. 9. Sellers/Service providers can add discount coupons with codes that can be redeemed by the Buyer. Alternately, Buyers can print the coupons and use it to redeem the discounts. Photos and videos can be added by uploading the images and video files or by linking to an outside website that serves the image and video. The content including but not limited to photos, video, discount coupons, maps, contact information, text description and web links are displayed when Sellers/Service providers are listed.

In another embodiment of the invention, the system may search for outside Seller/Service provider sites, for example, sigate, craigslist, alibaba,oodle, etc. The system may also provide a dynamic Seller/Service providers listing for cars from owners, personals, job openings, musical instruments, etc. within the website.

In yet another embodiment of the invention, a mobile version of the website may be available, for example, for mobile smart phones or browser phones 106, hand held computers and personal data assistants (PDA) 107. Mobile versions may incorporate a simpler interface adapted for small screen and keyboard. AJAX may also be replaced by standard mobile browser code that will work. If the device provides location information, it can be used as the default with location mapping, that the user may override.

In another embodiment of the invention, the information about the Buyer’s request is sent to another information system, typically a CRM (customer resource management) system 125 or other proprietary information system. This can be in addition or alternative to the email/Voice/SMS/Text message being sent.

In another embodiment of the invention, the data entered by the Buyer is validated with rules FIG. 4. Ex: email field is validated with multiple rules such as checking for the presence of the @ symbol, a valid domain name, no special characters etc., validating the name field may include checking for minimum number of characters, no special characters or numbers etc., checking for bad words against a list of predefined foul words and replacing or deleting them, checking for phone numbers entered to be of valid format and other validation mechanisms for data input. Checks are also made to ensure that a human is entering the data by means of a captcha (images displayed to be entered by the person manually). Additional validation may include checking for detection and prevention of multiple submissions within a given time based on the IP address.

In another embodiment of the invention, the users may be channeled from other external websites 105 such as search engines, portals or partner sites, there by bypassing the category search. Ex: traffic from a portal or search engine when someone searches for doctors in Los Angeles will be sent to yellcast to be matched with potential listings in our own or external databases 103.

In yet another embodiment of the invention FIG. 5, the mechanism of sending a Buyer request to one or more Sellers/Service providers is integrated within another existing listing system including several websites that provide listing information. In such scenarios, Buyers can select one or more of the services, fill in their request and submit that request to be sent. In some cases, the Sellers/Service providers may or may not be listed for the Buyers to see them.

Security Layers to prevent abuse of application with captcha images, requiring interactive input of visual displayed character strings manually by a human user. Checking the rate at which a request is generated from an IP address (velocity of access), filtering bad words automatically, limiting user data input to range of valid data, requiring valid credit card information from Sellers/Service providers and triggering notifications to the administrator on new addition of listings for verification are some of the methods implemented.

Advertisement & Promotion engine to manage relevant advertisements and sponsorships in categories and locations.

Mobile interface adapted, formatted version for varying devices and browser rendering formats including XHTML versions and device specific display modifications.
In yet another embodiment of the invention, the Buyer could chat with the Seller/Service provider using a messaging system (chat or instant messaging) comprised of Text, Audio or Video.

In yet another embodiment of the invention, the Seller/Service providers are provided with built in analytics to track their performance ranging from traffic sources to lead details FIG. 9. Partners, both on the Seller/Service provider side and Buyer traffic side can be added to the system to enable revenue sharing. They can also track their performance and payments using the billing and analytics system. A credit card billing system is implemented with setup fees and automated recurring billing for Lead fees payment. The system is designed for worldwide use with multiple currencies and localization.

Further Embodiments

yellcast provides an on-line venue in which Buyers can anonymously communicate precisely what product or service they want to purchase by posting an interactive request that a number of Sellers/Service providers can then directly respond to.

This concept reverses the traditional model for classified listings or directory advertising by promoting the Buyers interests in directly matching their needs with qualified vendors. In contrast to what Craigslist, Yahoo, Google and others provide, where the Buyer has to search within each Seller/Service providers and then send their request, yellcast broadcasts Buyer’s needs to relevant selected Sellers/Service providers. This concept takes the burden off of the Buyer in finding the right products and services by self-qualifying the Lead to proactive prospective Sellers/Service providers.

How it Works

The Buyer types yellcast or www.yellcast.com in their web browser. Buyer could optionally register with yellcast, selects a user name and password. The site main page features a category/product/service search box appears where the Buyer types what he/she is looking for. Within a few characters of typing, relevant category names are displayed below, which can be clicked to select. Alternately, Buyer can type the entire category name and hit enter. The next screen will enable the user to select the location such as city/locality/zip and radius. Based on the location business that match the zip code and radius or city and locality are displayed, along with a request form. The request form allows the Buyer to select a product or service category and how they would like to be notified. Notifications can be via email, SMS, mobile phone notification, or through a traditional telephone/cell phone number. Once the request is ready for posting, the Buyer receives a confirmation message on a web page.

When the request is posted, previously registered or partner Sellers/Service providers that match the request are emailed the Lead and can proactively respond to the seller. Once the Buyer and Seller/Service providers are matched, the business transaction can be handled independently or facilitated using yellcast buying and selling services.

Sample Listings


Each listing will have a form in which the user inputs the specific request with as much relevant information.

Applications

yellcast caters to the needs of connecting localized product/service businesses with consumers. Buyers can list what they specifically want in their local area and get connected to the right businesses. They can also share their specific solutions to problems and suggestions with the other users in the community.

Buyer Benefits

For the end user, yellcast eliminates the need for searching for needed products and services from several websites. Users can list their requirements and do not have to come back to the site each day to poll for possible Seller/Service providers listings. Within the time frame specified by the user, the search continues automatically and the user is notified when a match is found. Searching for services becomes easier with the click of a button without having to manually go through each printed yellow page and phone number, calling each of them and repeating the same information. The power to shop now shifts to the Buyer with the ability to reach all the listed suppliers at once. With the ability to notify on mobile phones, Buyers and Sellers/Service providers can instantly know of the responses to their listings. With the click of a button can make a call and can know more information or negotiate price.

Seller/Service Providers Benefits

Businesses benefit by getting qualified Leads directly from seriously interested Buyers. Sellers/Service providers don’t have to openly display price but understand the need better and negotiate with each Buyer, one on one. They can better understand the customer requirements, maintain a closer relationship and address their future needs as well. yellcast becomes a complimentary offering to its partner Seller/Service provider’s sites, yellow pages and classified listings.

Details

Buyers can remain anonymous until the deal is closed. A radio check box that says “make anonymous” which is next to their email ID. We enable a relay mechanism for emails by creating a random email address.

Search and match technology pre-qualifies Sellers/Service providers for Buyers. Buyers can elect in which databases they wish to search and Sellers/Service providers to be contacted. Buyers can view more details about the Sellers/Service providers, before they opt to contact them. Multiple Sellers/Service providers can be reached through various ways—phone, email, SMS/Voice/Text message, instant messaging.
yellcast breaks the ineffective “old style” model of advertising where advertisements are displayed with further hopes of attracting targeted Buyers. The “old style” model was adapted from the television and radio methods of broadcast, where Buyer input was not possible. In our service, Buyers come with the need to buy a product or service, search with specific requirements, get matched locally and can instantly connect to Sellers/Service providers.

Buyers can rate and rank Sellers/Service providers—service quality, relevance and merits/demerits of a particular Seller/Service provider can be reviewed and rated based on past experience from Buyers. Buyers can provide useful information relevant to the category and location for each type of service/product to help others.

AJAX technology speeds up the process user search and navigation and improves the user interaction and usability. AJAX is a good way to implement this at various steps from searching the category, displaying the form with location information to delivering the message. AJAX Flow: Category partially entered>display category list>Category completely entered>display form>location entered>list Sellers/Service providers to whom request will be sent>submit/send the request, displaying a green button for each Seller/Service providers listed.

Revenue Models

Sellers/Service providers pay monthly or yearly subscription to obtain information about Buyer’s request. Price can vary based on the area of coverage (specific locality only, single city only, multiple cities, entire state, country) or functional elements (Sellers/Service providers receiving SMS/Text/Voice messages or phone notifications, options to add just photos or videos for an extra fee etc).

Premium features are fee based on a per transaction basis

Monthly subscription. (per ad cycle)

Advertisers pay a fee for advertising within selective sections. Standard Advertising (banner)

Sponsored Links appear on right side of page.

Matched Links appear in Matched Section.

Ready to Sell Links by rotational or rating and ranking.

Sponsored messages on email/SMS/Text/Voice Message.

The site is free for the Buyers but may offer a premium service.

Lead generation revenues as well as transaction fees.

Buying Resources (sponsored links)

Related or Featured Items (sponsored links)

Most Popular Products within Category (sponsored links)

Reward return from Seller/Service providers to Buyer through yellcast, yellcast gets a percent as transaction fees.

Architecture & Technology

yellcast is developed using PHP scripting with AJAX and MySQL database. The core engine is designed to be highly responsive and scalable. Structured database queries will be setup with variable fields for each form for specific application. Listings are quick searchable and sorted in alphabetical order. Queries can be saved and retrieved for matches each time new data is added in that category. The system interfaces is modular to interface with internal database, external database with XML queries. The customized forms with database entries can be adapted with a front-end interface to create new applications instantly without reprogramming.

The core product comprises the following modular components, integrated seamlessly with well-defined interfaces:

Core database

User front-end

Personal mailbox bins

Search and match

Notification module

Form creation component

XML/API interface to external data sources

Mobile data exchange module

Time duration management

Business listing module

Advertisement & Promotion engine

XML Interface: We define an XML/API interface to transmit the listings to other sites. This interface has the fields and data for each listing created and instantly transmitted for matching and responses.

Listing in Memory: Each time a listing is created, it will be saved. Each time a new Seller/Service providers listing is added, we will check for matches against existing saved listings.

Listing number: This will be generated and saved for each listing and used for deleting listings in memory as emailed by users to remove their listing. If a user forgot the listing number, the listing can be identified with the listing email and the content.

Recurrent response prevention: There will be checks to prevent responses resent from the same Seller/Service providers email address/user to the Buyer email address/user. Ex: a business that checks the web pages for the Buyer and sends a response may have already sent a response from the listing notification sent to them. This can be prevented by checking Buyer, Seller/Service providers email Ids and listing message.

SMS window: SMS messages are shorter than the email messages and optimized for small screen display.

Archives: We will maintain an archive for each registered user to preserve their history of listings.

Soundex: Similar sounding words matching for text searches.

Localization: 1. Get country and state using IP location mapping automatically (to reduce the number of cities displayed). However, Buyer can override and select another country or state different from the default value now displayed. 2. For hint examples, show local currency for that country or chosen location.

Filter and Matching: Filters are used based on Seller/Service provider’s preference. ex: an auto dealer who only deals with Benz and BMWs and not other makes. Sellers/Service providers can use ctrl mouse click to select multiple. These options are stored as filters in the DB and when Buyer chooses the make, can reduce the Seller/Service provider’s listings to only those that match and display only the filtered results on the right nav bar. ex: First Buyer chooses doctors and then when the form loads, Buyer selects Orthopedist the right hand side only will then display the filtered list.
Listing Sellers/Service providers may list under multiple cities and localities. Sellers/Service providers can list their business under multiple countries, states, cities and localities. Sellers/Service providers can list multiple zip codes when they add their business.

Additional Product Features for Some Embodiments

Categories/Alises, Form Generator Administration

AJAXFlow

Buyer Search Page—Admin access only

Buyer Search Results Page—Admin access only

Fool language check and replace

Security captcha image data input

Email validation

Phone number validation

Information pages on footer

Location Management—US states, cities added

Initial Categories, Alias names and Form Parameters—15 categories

Single sponsor on site and Text messages

Filtering based on specific products/services

Seller/Service providers adding photos, videos, URL, discount coupon images, map display

Language strings for translation—English, Spanish

Batch mode db import

Seller/Service providers adding listing—select multiple cities & localities

Seller/Service providers paid Lead Revenues

Buyer traffic and Seller/Service providers add Partner Management

Analytics—Sellers/Service providers and Partners

Integration with external CRM systems

Local Ad sponsor support

Localization based on auto location

Anonymous email connections

Language selection, currency, localized forms

Reviews and Ratings

Buyer added photos/videos for requests

Auto location narrowed to state

Coverage areas based and premium options

Local ad enabled for paid sponsors

Discount coupons code and tracking

Examples of Categories

Accounting Services

Acupuncture

Auto audio

Auto glass

Auto insurance

Auto Service

Auto Warranty

Autos new/used

Bankruptcy Lawyers

Boat Maintenance

Boat Supplies

Child care

Chiropractic

Cosmetic Products & Cosmetic Services

Cosmetic Surgery

Cruises

Dating Services

Debt Settlement

Dentists

Divorce Lawyers

Dry Cleaning

Education/training

Employment Services

Flower Delivery

Food Delivery (Meat, Fruit, Veggies, Groceries)

Hair Removal

Health & Fitness

Health Insurance

Home Cleaning

Home furnishing

Home improvement

Home Loans

Home security

Interior Design

Jewelry

Laser Eye treatment

Limousines

Moving Services

Orthodontics

Pharmacy

Pool Cleaning

Solar Power installation

Trust, Wills/Estate planning Lawyers

Vacation Shares

Yoga

--- Table structure for table "Airport_Taxis"

```
CREATE TABLE Airport_Taxis( 
     Airport_TaxisID int(6) unsigned NOT NULL auto_increment, 
     name varchar(50) default NULL, 
     address varchar(250) default NULL, 
     phone varchar(20) default NULL, 
     email varchar(50) default NULL, 
     notes varchar(250) default NULL, 
     PRIMARY KEY (Airport_TaxisID) 
) ENGINE=MyISAM DEFAULT CHARSET=latin1 AUTO_INCREMENT=1; 
```

--- Table structure for table "Autos"

```
CREATE TABLE Autos( 
     AutosID int(6) unsigned NOT NULL auto_increment, 
     make varchar(50) default NULL, 
     model varchar(50) default NULL, 
     year varchar(50) default NULL, 
     color varchar(50) default NULL, 
     options varchar(50) default NULL, 
     price varchar(50) default NULL, 
     financing varchar(50) default NULL, 
     warranty varchar(50) default NULL, 
     notes varchar(250) default NULL, 
     PRIMARY KEY (AutosID) 
) ENGINE=MyISAM DEFAULT CHARSET=latin1 AUTO_INCREMENT=1; 
```
CREATE TABLE `Doctors` (
  `DoctorsID` int(6) unsigned NOT NULL auto_increment,
  `CID` int(6) default NULL,
  `speciality` varchar(50) default NULL,
  `appointment` varchar(50) default NULL,
  `notes` varchar(50) default NULL,
  `dflag` int(4) default "0",
  PRIMARY KEY (`DoctorsID`)
) ENGINE=MyISAM AUTO_INCREMENT=1;

CREATE TABLE `Flowers` (
  `FlowersID` int(6) unsigned NOT NULL auto_increment,
  `CID` int(6) default NULL,
  `flowertype` varchar(50) default NULL,
  `price` varchar(50) default NULL,
  `notes` varchar(50) default NULL,
  `dflag` int(4) default "0",
  PRIMARY KEY (`FlowersID`)
) ENGINE=MyISAM AUTO_INCREMENT=1;

CREATE TABLE `Home Loans` (
  `Home LoansID` int(6) unsigned NOT NULL auto_increment,
  `CID` int(6) default NULL,
  `loanamount` varchar(50) default NULL,
  `loanterm` varchar(50) default NULL,
  `interest` varchar(50) default NULL,
  `notes` varchar(50) default NULL,
  `dflag` int(4) default "0",
  PRIMARY KEY (`Home LoansID`)
) ENGINE=MyISAM AUTO_INCREMENT=1;

CREATE TABLE `Home Rentals` (
  `Home RentalsID` int(6) unsigned NOT NULL auto_increment,
  `CID` int(6) default NULL,
  `rentaltype` varchar(50) default NULL,
  `location` varchar(50) default NULL,
  `movedate` varchar(50) default NULL,
  `price` varchar(50) default NULL,
  `rooms` varchar(50) default NULL,
  `leaseterm` varchar(50) default NULL,
  `cargrange` varchar(50) default NULL,
  `credit` varchar(50) default NULL,
  `furnished` varchar(50) default NULL,
  `pets` varchar(50) default NULL,
  `notes` varchar(250) default NULL,
  `dflag` int(4) default "0",
  PRIMARY KEY (`Home RentalsID`)
) ENGINE=MyISAM AUTO_INCREMENT=1;

CREATE TABLE `Lawyers` (
  `LawyersID` int(6) unsigned NOT NULL auto_increment,
  `CID` int(6) default NULL,
  `avetype` varchar(50) default NULL,
  `casesummary` varchar(250) default NULL,
  `appttime` varchar(50) default NULL,
  `notes` varchar(250) default NULL,
  `dflag` int(4) default "0",
  PRIMARY KEY (`LawyersID`)
) ENGINE=MyISAM AUTO_INCREMENT=1;

CREATE TABLE `Limos` (
  `LimosID` int(6) unsigned NOT NULL auto_increment,
  `CID` int(6) default NULL,
  `settingtype` varchar(50) default NULL,
  `numberpass` varchar(50) default NULL,
  `picklocation` varchar(50) default NULL,
  `pickdate` varchar(50) default NULL,
  `picktime` varchar(50) default NULL,
  `dropdate` varchar(50) default NULL,
  `droptime` varchar(50) default NULL,
  `price` varchar(50) default NULL,
  `notes` varchar(250) default NULL,
  `dflag` int(4) default "0",
  PRIMARY KEY (`LimosID`)
) ENGINE=MyISAM AUTO_INCREMENT=1;

CREATE TABLE `Movers` (
  `MoversID` int(6) unsigned NOT NULL auto_increment,
  `CID` int(6) default NULL,
  `type` varchar(50) default NULL,
  `movingfrom` varchar(50) default NULL,
  `movingto` varchar(50) default NULL,
  `storage` varchar(50) default NULL,
  `movingdate` varchar(50) default NULL,
  `notes` varchar(250) default NULL,
  `dflag` int(4) default "0",
  PRIMARY KEY (`MoversID`)
) ENGINE=MyISAM AUTO_INCREMENT=1;
CREATE TABLE Plumbers ( 
  "PlumbersID" int(6) unsigned NOT NULL auto_increment, 
  'Cid' int(6) default NULL, 
  'type' varchar(50) default NULL, 
  'location' varchar(50) default NULL, 
  'price' varchar(50) default NULL, 
  'estimates' varchar(50) default NULL, 
  'province' varchar(50) default NULL, 
  'state' varchar(50) default NULL, 
  'city' varchar(50) default NULL, 
  'street' varchar(250) default NULL, 
  'phone' varchar(50) default NULL, 
  'e-mail' varchar(50) default NULL, 
  'cell' varchar(50) default NULL, 
  'address' varchar(255) default NULL, 
  'country' varchar(50) default NULL, 
  'zip' varchar(11) default NULL, 
  'details' tinytext, 
  'keywords' tinytext, 
  'uri' varchar(255) default NULL, 
  'logtime' timestamp NOT NULL default CURRENT_TIMESTAMP on update CURRENT_TIMESTAMP, 
  'dflag' int(4) default '0', 
  PRIMARY KEY ('PlumbersID'), 
) ENGINE=MyISAM AUTO_INCREMENT=6 DEFAULT CHARSET=latin1 AUTO_INCREMENT=6;

CREATE TABLE Real Estate ( 
  "Real_EstateID" int(6) unsigned NOT NULL auto_increment, 
  'Cid' int(6) default NULL, 
  'type' varchar(50) default NULL, 
  'location' varchar(50) default NULL, 
  'price' varchar(50) default NULL, 
  'estimates' varchar(50) default NULL, 
  'province' varchar(50) default NULL, 
  'state' varchar(50) default NULL, 
  'city' varchar(50) default NULL, 
  'street' varchar(250) default NULL, 
  'phone' varchar(50) default NULL, 
  'e-mail' varchar(50) default NULL, 
  'cell' varchar(50) default NULL, 
  'address' varchar(255) default NULL, 
  'country' varchar(50) default NULL, 
  'zip' varchar(11) default NULL, 
  'details' tinytext, 
  'keywords' tinytext, 
  'uri' varchar(255) default NULL, 
  'logtime' timestamp NOT NULL default CURRENT_TIMESTAMP on update CURRENT_TIMESTAMP, 
  'dflag' int(4) default '0', 
  PRIMARY KEY ("Real_EstateID"), 
) ENGINE=MyISAM AUTO_INCREMENT=4 DEFAULT CHARSET=latin1 AUTO_INCREMENT=4;

CREATE TABLE addbuss ( 
  'addbussiD' int(6) unsigned NOT NULL auto_increment, 
  'Cid' int(6) default NULL, 
  'name' varchar(255) default NULL, 
  'address' varchar(255) default NULL, 
  'country' varchar(50) default NULL, 
  'state' varchar(50) default NULL, 
  'city' varchar(50) default NULL, 
  'street' varchar(250) default NULL, 
  'phone' varchar(50) default NULL, 
  'e-mail' varchar(50) default NULL, 
  'cell' varchar(50) default NULL, 
  'address' varchar(255) default NULL, 
  'country' varchar(50) default NULL, 
  'zip' varchar(11) default NULL, 
  'details' tinytext, 
  'keywords' tinytext, 
  'uri' varchar(255) default NULL, 
  'logtime' timestamp NOT NULL default CURRENT_TIMESTAMP on update CURRENT_TIMESTAMP, 
  'dflag' int(4) default '0', 
  'review' tinyint(4) NOT NULL default '0', 
  'video' tinyint(4) NOT NULL default '0', 
  'image' tinyint(4) NOT NULL default '0', 
  'dollar' tinyint(4) NOT NULL default '0', 
  'notes' tinyint(4) NOT NULL default '0', 
  PRIMARY KEY ('addbussiD'), 
  KEY 'Cid' ('Cid'), 
  KEY 'phone' ('phone'), 
  KEY 'country' ('country'), 
  KEY 'state' ('state'), 
  KEY 'city' ('city'), 
  KEY 'street' ('street'), 
  KEY 'zip' ('zip'), 
  KEY 'filter' ('filter'), 
  KEY 'bname' ('bname'), 
) ENGINE=MyISAM AUTO_INCREMENT=921895 DEFAULT CHARSET=utf8 AUTO_INCREMENT=921895;

Example Forms

YellCast - Form Creation Sheet

Category Name | Aliases
---|---
Auto: | Vans, Cars, Sedans, Convertible, Coupe, Hybrid, Sport car, SUVs, Trucks

Seller Link: Dealers
Add Buss: Add your Dealership

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make</td>
<td>Pull</td>
<td>Acura</td>
<td>(ex: 320, 328i)</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Color</td>
<td>Open</td>
<td>Any</td>
<td>(ex: 2007-2009)</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Price</td>
<td>Open</td>
<td>BMW</td>
<td>(ex: $20-25k)</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Financing</td>
<td>Pull</td>
<td>Buick</td>
<td>(ex: Sports package)</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Warranty</td>
<td>Pull</td>
<td>Cadillac</td>
<td>(ex: SELECT/50</td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td>Dealer</td>
<td>(ex: Must buy this week)</td>
<td>VARCHAR/TEXTAREA/250</td>
</tr>
</tbody>
</table>
### Limos

- **Category Name:** Limos
- **Aliases:** Airport Limos, Party Limos

**Seller Link:** Services
Add Buss: Add your Service

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Type of Service | Drop | Airport ride | Prom, Wedding, Anniversary, Party, Other | VARCHAR/
|              |      |              |                              | SELECT/50 |
| Vehicle Type  | Drop | No Preference| Luxury, Sedan, Stretch Limo, Luxury Party, Bus, Hummer H2, Luxury SUV | VARCHAR/
|              |      |              |                              | SELECT/50 |

- **Notes DBTYPE Form Element/Length:** VARCHAR/TEXT/50

### Cabs, City Cabs

**Name Type List Example Type of Drop Location Location Drop-off Open Time Price Notes**

- **Drop-off:** Open (ex: Downtown)
- **Location:** Open (ex: Hollywood)
- **Time:** Open (ex: 6:30 pm)
- **Price:** Open (ex: $50-$100)
- **Notes:** Open (ex: No Vans)

**Category Name Aliases**

- **Flowers Florists**

**Seller Link:** Florists
Add Buss: Add your Business

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick-up</td>
<td>Open</td>
<td></td>
<td>(ex: SFO)</td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Location</td>
<td>Open</td>
<td>Airport</td>
<td>(ex:)</td>
<td>TEXT/50</td>
</tr>
<tr>
<td>Drop-off</td>
<td>Open</td>
<td>Date</td>
<td>Downtown)</td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Time</td>
<td>Open</td>
<td>Time</td>
<td>9:30 am)</td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Date</td>
<td>Open</td>
<td>Date</td>
<td></td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Dates</td>
<td>Open</td>
<td>Date</td>
<td></td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td>Note</td>
<td></td>
<td>TEXTAREA/250</td>
</tr>
</tbody>
</table>

**Category Name Aliases**

- **Flowers Florists**

**Seller Link:** Florists
Add Buss: Add your Business

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occasion</td>
<td>Drop</td>
<td>Birthday</td>
<td>Anniversary</td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Type</td>
<td>Drop</td>
<td>Down</td>
<td>Love</td>
<td>SELECT/50</td>
</tr>
<tr>
<td>Location</td>
<td>Open</td>
<td>Mission area</td>
<td>Wedding</td>
<td>TEXT/50</td>
</tr>
<tr>
<td>Time</td>
<td>Open</td>
<td>Delivery</td>
<td>Get well</td>
<td>TEXT/50</td>
</tr>
<tr>
<td>Date</td>
<td>Open</td>
<td>Delivery</td>
<td>Sympatity</td>
<td>TEXT/50</td>
</tr>
<tr>
<td>Drop-off</td>
<td>Open</td>
<td>Delivery</td>
<td>Thank you</td>
<td>TEXT/50</td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td>Notes</td>
<td>New Baby</td>
<td>TEXT/AREA/250</td>
</tr>
</tbody>
</table>

## Taxis

- **Category Name:** Taxis
- **Aliases:** Cabs, City Cabs

**Seller Link:** Services
Add Buss: Add your Service

- **Name Type List Example Notes DBTYPE Form Element/Length**

<table>
<thead>
<tr>
<th>Number of Passengers</th>
<th>Open</th>
<th></th>
<th>VARCHAR/ TEXT/50</th>
</tr>
</thead>
</table>

**Category Name Aliases**

- **Taxis Cabs, City Cabs**

**Seller Link:** Services
Add Buss: Add your Service

- **Name Type List Example Notes DBTYPE Form Element/Length**

<table>
<thead>
<tr>
<th>Price</th>
<th>Open</th>
<th>(ex: $30-50)</th>
<th>VARCHAR/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>Open</td>
<td>Mission area</td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Date</td>
<td>Calendar</td>
<td></td>
<td>DATE/50</td>
</tr>
<tr>
<td>Delivery</td>
<td>Open</td>
<td>Delivery</td>
<td>VARCHAR/</td>
</tr>
<tr>
<td>Time</td>
<td>Open</td>
<td>11 am)</td>
<td>TEXT/50</td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td></td>
<td>VARCHAR/ TEXTAREA/250</td>
</tr>
</tbody>
</table>
### Real-Estate

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
<th>DB TYPE/Form Element/Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Type</td>
<td>Drop Down</td>
<td>Single Family Home, Duplex Town Home Condominium</td>
<td>(ex: Mission, Lake side, Manhattan)</td>
<td>VARCHAR/SELECT/50</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Open</td>
<td>(ex: 4 beds, 2 baths)</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
<td></td>
</tr>
<tr>
<td>Area</td>
<td>Open</td>
<td>(ex: 4 beds, 2 baths)</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
<td></td>
</tr>
<tr>
<td>Price Range</td>
<td>Open</td>
<td>Pre-Qualified Need to Qualify Don't Need</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
<td></td>
</tr>
<tr>
<td>Rooms/Bath</td>
<td>Open</td>
<td>(ex: Planning to buy this Summer)</td>
<td></td>
<td>VARCHAR/TEXTAREA/250</td>
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</tr>
</tbody>
</table>

### Movers

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
<th>DB TYPE/Form Element/Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Service</td>
<td>Drop Down</td>
<td>House Move Furniture Appliance Piano Big Screen TV Office Move Auto Move</td>
<td>(ex: Glendale) (ex: Pasadena)</td>
<td>VARCHAR/SELECT/50</td>
<td></td>
</tr>
<tr>
<td>Moving From</td>
<td>Open</td>
<td>(ex: Glendale)</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
<td></td>
</tr>
<tr>
<td>Moving To</td>
<td>Open</td>
<td>(ex: Pasadena)</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
<td></td>
</tr>
<tr>
<td>Storage Required</td>
<td>Pull</td>
<td>Yes, No</td>
<td></td>
<td>OPTION</td>
<td></td>
</tr>
<tr>
<td>Moving Date</td>
<td>Calendar</td>
<td></td>
<td></td>
<td>VARCHAR/DATE/50</td>
<td></td>
</tr>
<tr>
<td>Moving Time</td>
<td>Open</td>
<td>(ex: afternoon)</td>
<td></td>
<td>VARCHAR/TEXTAREA/50</td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td>(ex: want an estimate)</td>
<td></td>
<td>VARCHAR/TEXTAREA/250</td>
<td></td>
</tr>
</tbody>
</table>

### Doctors

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
<th>DB TYPE/Form Element/Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialty</td>
<td>Drop Down</td>
<td>Allergy Cardiology Dermatology Family &amp; general practice General surgery Gynecology Internal medicine Neurology Orthopedic Open</td>
<td>(ex: Blue Cross, Medicare, etc.)</td>
<td>VARCHAR/SELECT/50</td>
<td></td>
</tr>
<tr>
<td>Appointment</td>
<td>Open</td>
<td>(ex: afternoon preferred)</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td>(ex: Have severe headaches)</td>
<td></td>
<td>VARCHAR/TEXTAREA/250</td>
<td></td>
</tr>
</tbody>
</table>
### Lawyers

**Category Name:** Lawyers  
**Aliases:** Attorneys, Legal

**Seller Link:** Lawyers  
**Add Bus:** Add your Firm

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area of Law</td>
<td>Drop Down</td>
<td>Arbitration &amp; mediation, Bankruptcy, Civil rights, Class action litigation, Criminal, Custody &amp; support, Dui &amp; traffic, Employee &amp; employer, Family, Immigration &amp; naturalization, Intellectual property, Liable &amp; slander, Real estate, Tort, Trial, Wills, estates trusts &amp; probate</td>
<td>(ex: I want to file patents)</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Case Summary</td>
<td>Open</td>
<td>Preferred appointment time</td>
<td>(ex: After 5 pm)</td>
<td>VARCHAR/TEXT/50</td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td>Preferred appointment time</td>
<td>(ex: Already filed provisional patents.)</td>
<td>VARCHAR/TEXTAREA/250</td>
</tr>
</tbody>
</table>

---

### Plumbers

**Category Name:** Plumbers  
**Aliases:** Air Conditioning, Heating

**Seller Link:** Plumbers  
**Add Bus:** Add your Service

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Required</td>
<td>Drop Down</td>
<td>Drain clearing, Water heaters, Faucets and Sinks, Septic systems, Sprinkler systems, Pumps, General Maintenance</td>
<td></td>
<td>VARCHAR/SELECT/50</td>
</tr>
</tbody>
</table>

---

### Home Loans

**Category Name:** Home Loans  
**Aliases:** Mortgage, Real estate loans, Refinancing, Home equity

**Seller Link:** Lenders  
**Add Bus:** Add your Company

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>List</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kind of Service</td>
<td>Drop Down</td>
<td>Repair, Installation</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
</tr>
<tr>
<td>Preferred Service Date</td>
<td>Drop Down</td>
<td>(ex: before noon)</td>
<td></td>
<td>VARCHAR/TEXT/50</td>
</tr>
</tbody>
</table>
the information makes the reference provider be more honest about their opinion and share their true experiences.

Mobile Local Search

[0232] Continuing with innovations and improvements to local search solutions, there is a compelling need for communicating the buyer or client information with minimum input but include more complete and accurate description from the user who may also be on the go. Search requirements come up as the user is in a certain location and away from a desktop computer. Present day users are equipped with mobile devices, smart phones and laptop computers. Most mobile devices include a digital camera with microphone to record and transmit audio and video messages over a network in addition to text.

[0233] Taking advantage of the proliferation of these high tech devices, the invention comprises easy user input with minimal typed input and automatic information used to match the closest and best options for stores/service provider local search.

[0234] The invention is also an improvement of service as a user is not mobile but can easily capture audio/video messages without having to type and better communicate the need for a product or service.

Example

[0235] 1. A leaking faucet. The user takes a picture or records a video of the problem and sends it to the system, which then matches multiple plumbers who may be able to provide a quick and cost effective service.

[0236] 2. The user records a video of possible options for a home he/she is looking for and transmits it to the system.

[0237] 3. The user takes a picture of a custom cabinet that he wants built with annotated voice messages.

Customer Relationship Management (CRM)

[0239] In the original application, references were made to deliver the leads to external CRM (Customer Relationship Management) systems. In the new claims, an integrated CRM system is described. The local search lead contacts acquired by the Seller or Service providers needs to be further contacted with information towards converting the prospect to a real customer/client. Specific Status information, Action to be performed can be maintained in the system. Price quotations can be generated, sent and saved in the system. Search can be made to find specific or a range of prospects with parameters. Notes can be added on the system as Seller or Service providers discuss with their prospects or clients. Messages can be sent and saved on the system with trails of the staff that made the contact and the content with time/date stamps. Seller or Service providers benefit from a streamlined workflow with an integrated CRM system in the process of customer acquisition and continued service. Further analytics on the adver-

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<table>
<thead>
<tr>
<th>Loan</th>
<th>Open</th>
<th>VARCHAR/TEXT/50</th>
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</thead>
<tbody>
<tr>
<td>Amount</td>
<td>Pull</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Loan Type</td>
<td>Purchase, Refinancing, Home Equity</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Rate Type</td>
<td>Pull</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td></td>
<td>Fixed</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td></td>
<td>30 year, Adjustable 3/30, Adjustable 5/30,</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td></td>
<td>7/30, Adjustable 7/30</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Down Payment</td>
<td>Open</td>
<td>(ex: 10%) VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Credit Rating</td>
<td>Drop, Excellent, Good, Fair, Bad</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Yearly Income</td>
<td>Open</td>
<td>(ex: 200k) VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Monthly Payments</td>
<td>Open</td>
<td>(ex: $850) VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Residence Type</td>
<td>Primary Home, Second Home, Vacation Home, Rental Property</td>
<td>VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Current Mortgage</td>
<td>Open</td>
<td>(ex: first, $150,000, second, $50,000) VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Current Rate</td>
<td>Open</td>
<td>(ex: 6.5% on first, 7% on second) VARCHAR/SELECT/50</td>
</tr>
<tr>
<td>Notes</td>
<td>Open</td>
<td>(ex: No negative amortization) VARCHAR/TEXTAREA/250</td>
</tr>
</tbody>
</table>

Social Networking

[0230] Most times, the best way to find a local service or product is by hear say. People ask their close friends and family for good stores or service providers. In the same context, service providers often would like to provide references to their new potential clients to establish credibility. The invention maps this need by electronic means over the web and through a Social Networking setup with unique methods.

[0231] Continuing with the present invention claim wherein there was a reference to map the matching of buyers and sellers in a Social Networking environment, the new concepts and claims include buyers liking or disliking a service provider through their own experiences and sharing that with other potential buyers. Sellers can invite their clients to become a reference for them. In Social Networks, the identity of the reference provider is established within their circle of friends and family or acquaintances or community members, unlike existing open reviews where the identity may not be established for the reviewer. Clients can then add a review or rate the store or service provider and opt to become a reference. When new potential buyers/clients look at the list of references for that respective store or service provider, they can initiate a reference request including specific questions and get a confidential response (one on one) that is not public to get an opinion or shared experience. The confidentiality of
tising channels, search parameters including keywords and phrases, date/time help improve efficiency.

Example

[0240] 1. Action Definitions: Call Prospect, Do Follow-up, Send Quote, Service Start, Process Payment, Completed

[0241] 2. Status Definitions: First call made, Expressed interest, Likely to close, Unlikely to close, Follow Up needed, Just shopping, Needs Quote, Quoted, Paid, Service start, Service in progress, Service completed, Cancelled, Refunded, Closed

[0242] FIG. 16 shows a diagrammatic representation of a machine in the example form of a computer system 700 within which a set of instructions when executed may cause the machine to perform any one or more of the methodologies discussed herein. In alternative embodiments, the machine operates as a standalone device or may be connected (e.g., networked) to other machines. In a networked deployment, the machine may operate in the capacity of a server or a client machine in server-client network environment, or as a peer machine in a peer-to-peer (or distributed) network environment. The machine may be a personal computer (PC), a tablet PC, a set-top box (STB), a Personal Digital Assistant (PDA), a cellular telephone, a web appliance, a network router, switch or bridge, or any machine capable of executing a set of instructions (sequential or otherwise) that specify actions to be taken by that machine. Further, while only a single machine is illustrated, the term “machine” can also be taken to include any collection of machines that individually or jointly execute a set (or multiple sets) of instructions to perform any one or more of the methodologies discussed herein.

[0243] The example computer system 700 includes a processor 702 (e.g., a central processing unit (CPU), a graphics processing unit (GPU), or both), a main memory 704 and a static memory 706, which communicate with each other via a bus 708. The computer system 700 may further include a video display unit 710 (e.g., a liquid crystal display (LCD) or a cathode ray tube (CRT)). The computer system 700 also includes an input device 712 (e.g., a keyboard), a cursor control device 714 (e.g., a mouse), a disk drive unit 716, a signal generation device 718 (e.g., a speaker) and a network interface device 720.

[0244] The disk drive unit 716 includes a machine-readable medium 722 on which is stored one or more sets of instructions (e.g., software 724) embodying any one or more of the methodologies or functions described herein. The instructions 724 may also reside, completely or at least partially, within the main memory 704, the static memory 706, and/or within the processor 702 during execution thereof by the computer system 700. The main memory 704 and the processor 702 also may constitute machine-readable media. The instructions 724 may further be transmitted or received over a network 726 via the network interface device 720. While the machine-readable medium 722 is shown in an example embodiment to be a single medium, the term “machine-readable medium” should be taken to include a single medium or multiple media (e.g., a centralized or distributed database, and/or associated caches and servers) that store the one or more sets of instructions. The term “machine-readable medium” can also be taken to include any medium that is capable of storing, encoding or carrying a set of instructions for execution by the machine and that cause the machine to perform any one or more of the methodologies of the various embodiments, or that is capable of storing, encoding or carrying data structures utilized by or associated with such a set of instructions. The term “machine-readable medium” can accordingly be taken to include, but not be limited to, solid-state memories, optical media, and magnetic media.

[0245] Further embodiments can be envisioned to one of ordinary skill in the art after reading this disclosure. In other embodiments, combinations or sub-combinations of the above-disclosed invention can be advantageous made. The example arrangements of components are shown for purposes of illustration and it should be understood that combinations, additions, re-arrangements, and the like are contemplated in alternative embodiments of the present invention. Thus, while the invention has been described with respect to exemplary embodiments, one skilled in the art will recognize that numerous modifications are possible.

[0246] For example, the processes described herein may be implemented using hardware components, software components, and/or any combination thereof. The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense. It will, however, be evident that various modifications and changes may be made thereunto without departing from the broader spirit and scope of the invention as set forth in the claims and that the invention is intended to cover all modifications and equivalents within the scope of the following claims.

1-8. (canceled)

9. A method for coordinating requests for products and/or services from at least one buyer to at least one seller, each of which operate over a party client system to interface to an electronic transaction processing system, the method comprising:

- maintaining a database of records of standing requests, wherein standing requests include information regarding products and/or services requested by a buyer, wherein at least two of the standing requests have a product or service category associated with each such standing request, wherein the information stored for a categorized standing request comprises data fields defined by pre-defined parameters, and wherein the data fields for at least two different categories are two different sets of data fields, such that not all standing requests include the same data fields, but have data fields that depend on the standing request’s category;
- receiving over a network a standing request from a buyer;
- determining whether a seller has agreed to pay to receive a matched standing request;
- matching the standing request from the buyer to a seller, and
- the matched seller receiving the matched standing request from the buyer when the matched seller has agreed to pay to receive a matched standing request.

10. The method of claim 9, further comprising receiving an approval from the buyer to the response from the matched seller.

11. The method of claim 10, further comprising accepting party identification information of the buyer from the buyer client system and party identification information of the seller from the seller client system.

12. The method of claim 11, wherein the buyer and seller identities are kept anonymous until the approval is received from the buyer.
13. The method of claim 9, wherein the matching the standing request from the buyer to a seller is based on the category of products and/or services requested.

14. The method of claim 9, wherein the matching the standing request from the buyer to a seller is based on the location of the buyer.

15. The method of claim 14, wherein the location of the buyer is determined based on IP address mapping.

16. The method of claim 14, wherein the location of the buyer is determined based on the location information from a mobile device.

17. The method of claim 9, wherein the party client system presents the buyer with a customized standing request form based on information about the buyer.

18. The method of claim 11, wherein the information of the buyer includes past request categories of the buyer.

19. The method of claim 11, wherein the information of the buyer includes buyer location information.

20. The method of claim 9, wherein the party client system communicates a standing request to the seller based on seller communication interface preferences.

21. The method of claim 9, wherein the buyer is automatically notified of the response to a standing request by a matched seller.

22. The method of claim 9, wherein more than one seller is matched with a standing request.

* * * * *